

# Design Guidelines

## Jajamän

j

jajamän

February 2019

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## 1. Brand Elements

### 1.1 Logo

#### Concept

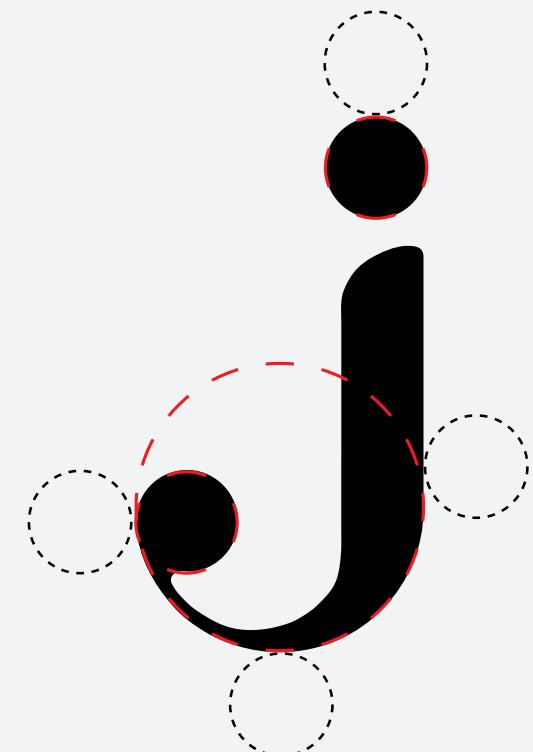
The concept behind the logomark is based on circles—the circular economy, re-cycling and organic material.

#### Usage

In most cases we will try to use the full logo, and whereas it is not possible we will use the logotype. The logomark just by itself can be used for decorative purposes (SEE THERE like patterns)

#### Placement

The logo should be placed with enough space around it. A general guideline is the “dot” of the “j”—its size determines the minimum space around the actual logo.



Logo



Logomark



Logotype

jajamän

**When to use:** The logotype is used where there is only space enough for a text-like logo.

Logo & payoff

jajamän  
*Do good. Carry in style.*

## 1. Brand Elements

### 1.2 Fonts

Our primary font is Argent CF

For online communication and body text we use .... since it is legible and neutral, communicating the essential and not distracting from the overall identity.

- Leading stays same as the size of the font (e.g. 24pt/24pt)
- No kerning
- Never use caps
- Always left aligned

A B C D E F G H J  
K L M N O P Q R S  
T U V W X Y Z  
Å Ö Ä

a b c d e f g h i-  
j k l m n o p q r s t u-  
v w x y z  
å ö ä

Light italique – Quotes for social media

## 1. Brand Elements

1.2 Fonts in use

### Print and Online

Header (Print) - Argent CF Bold

Header (Powerpoint or Online) – Source Serif Pro (GoogleFonts)

Subheader (Print) - Argent CF Regular Italique

Header (Powerpoint or Online) – Source Serif Pro (GoogleFonts)

Body (Print) - Avenir LT 45 Book Regular

Body (Online) – Open Sans Regular (GoogleFonts)

### Best of practice

# Header

## *Subheader*

Body text, lorem ipsum Simenis dus, ex-  
ceritas cus ex et audaeped mo exerecae  
provit exceaqui ne Quiassi dolor sum fac-  
cum fugiae cuptatatur?

Em quas ipsamenest que imillab orem-  
pore plabore, sam ad quiaes minvel int  
derianihil el ilique con nim ratiam in rem  
ut vendae si doluptae aut fugiamuste do-  
lore.

### When main fonts are not available

# Header

## *Subheader*

Body text, lorem ipsum Simenis dus, ex-  
ceritas cus ex et audaeped mo exerecae  
provit exceaqui ne Quiassi dolor sum fac-  
cum fugiae cuptatatur?

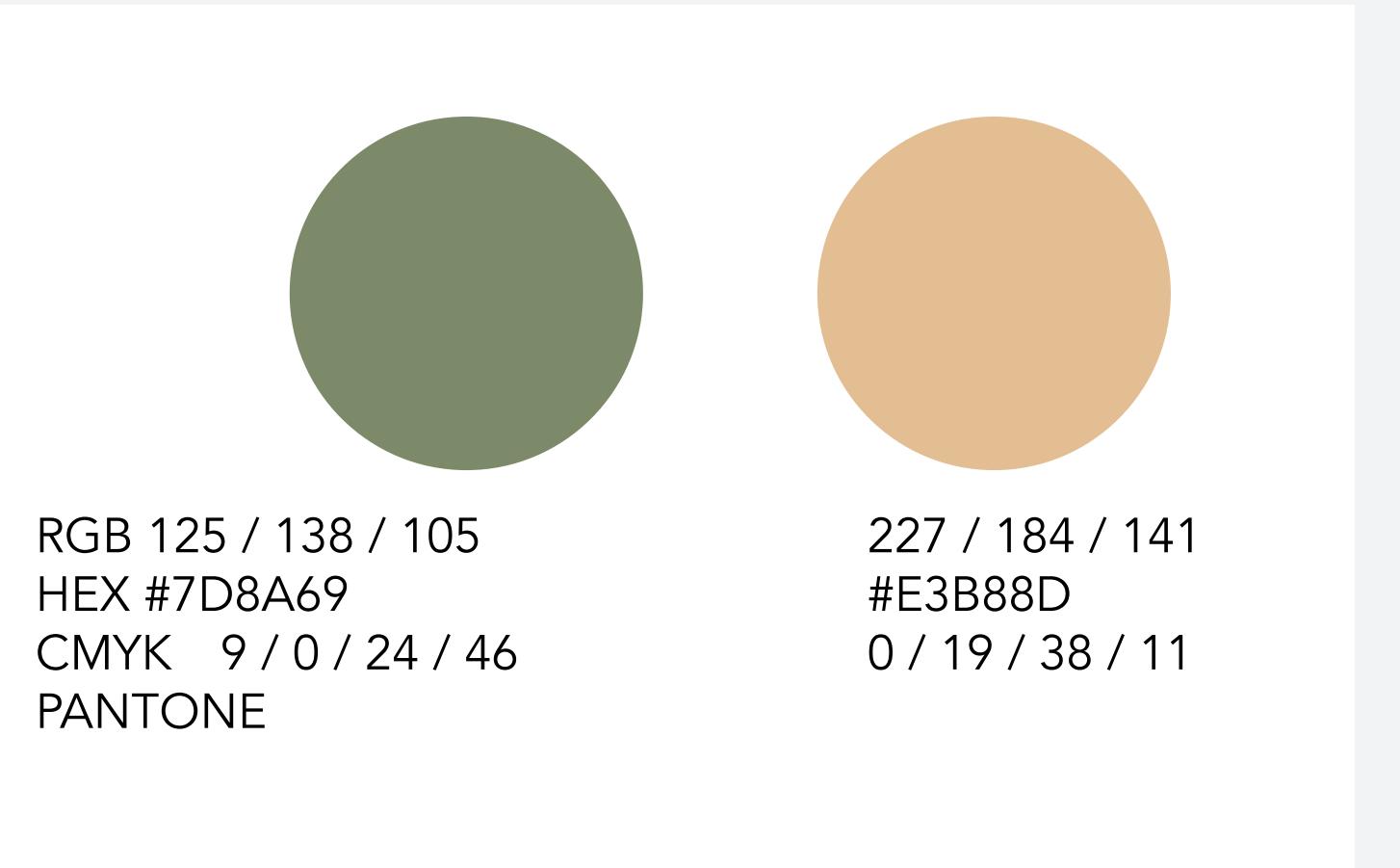
Em quas ipsamenest que imillab orem-  
pore plabore, sam ad quiaes minvel int  
derianihil el ilique con nim ratiam in rem  
ut vendae si doluptae aut fu-  
giamuste dolore.

# 1. Brand Elements

## 1.3 Colors

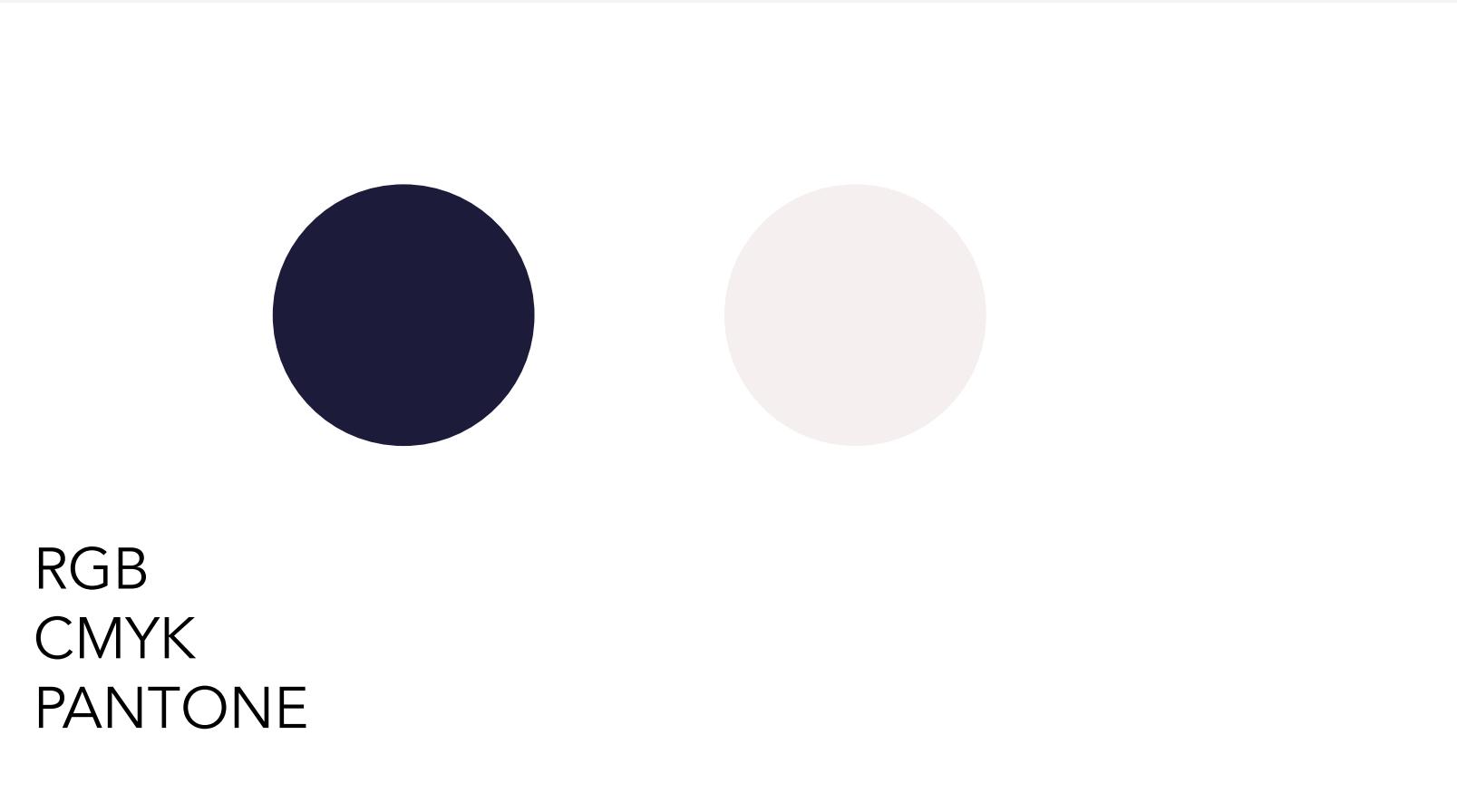
### Primary

We focus on warm but toned down colors—green as an interpretation of sustainability, and yellow for the bark or cork. They are gender neutral, inclusive, and present in all nature around the world.

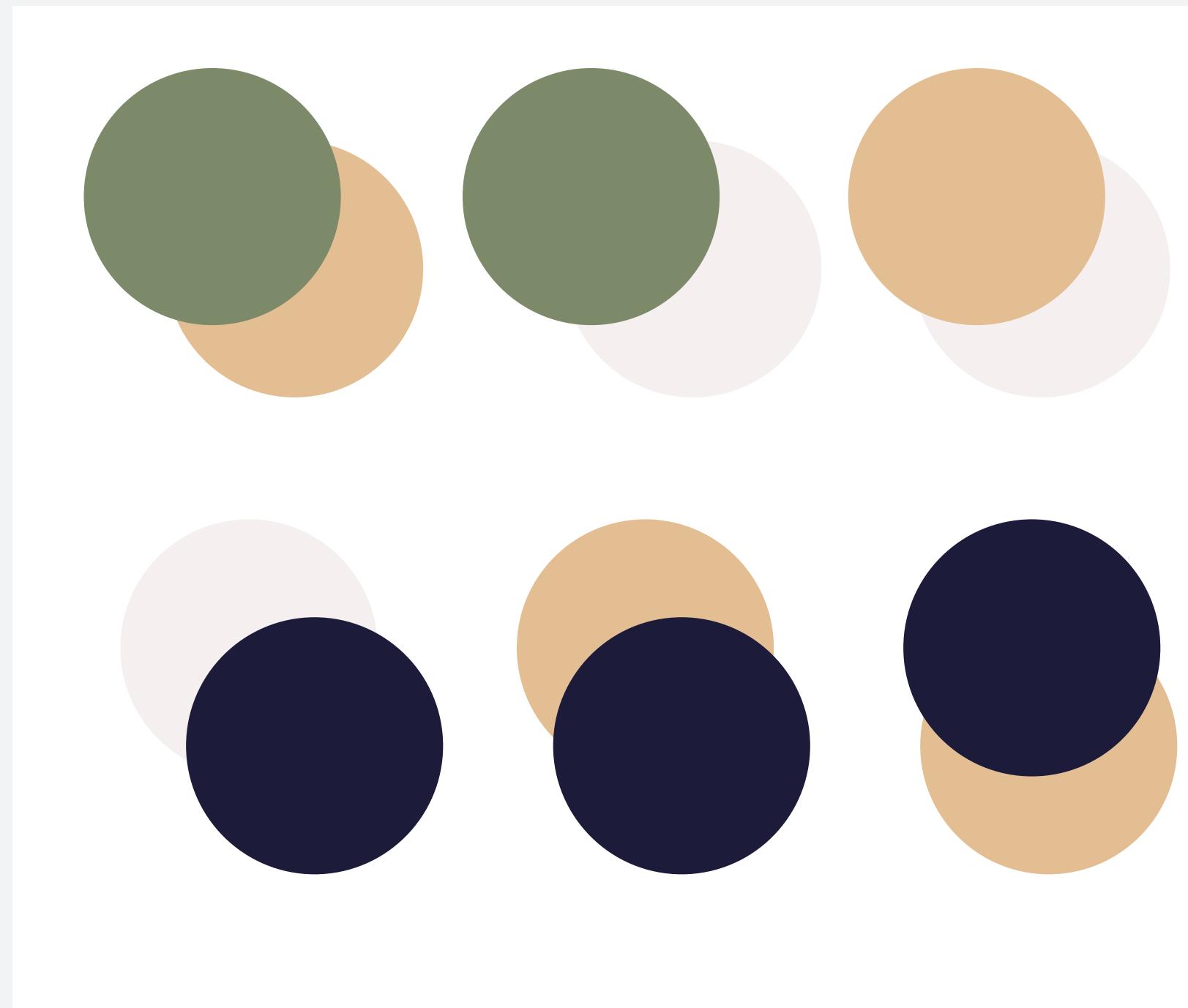


### Secondary / Accent colors

The accent colors can be used in combination with the primary colors in quotes (LINK), on homepage or in store. Keep in mind these are accent colors, thus they should never replace the primary colors.



### Colour Combinations



## 1. Brand Elements

### 1.4 Business card & Stationary

j  
jajämän



**Netta Lönnqvist**

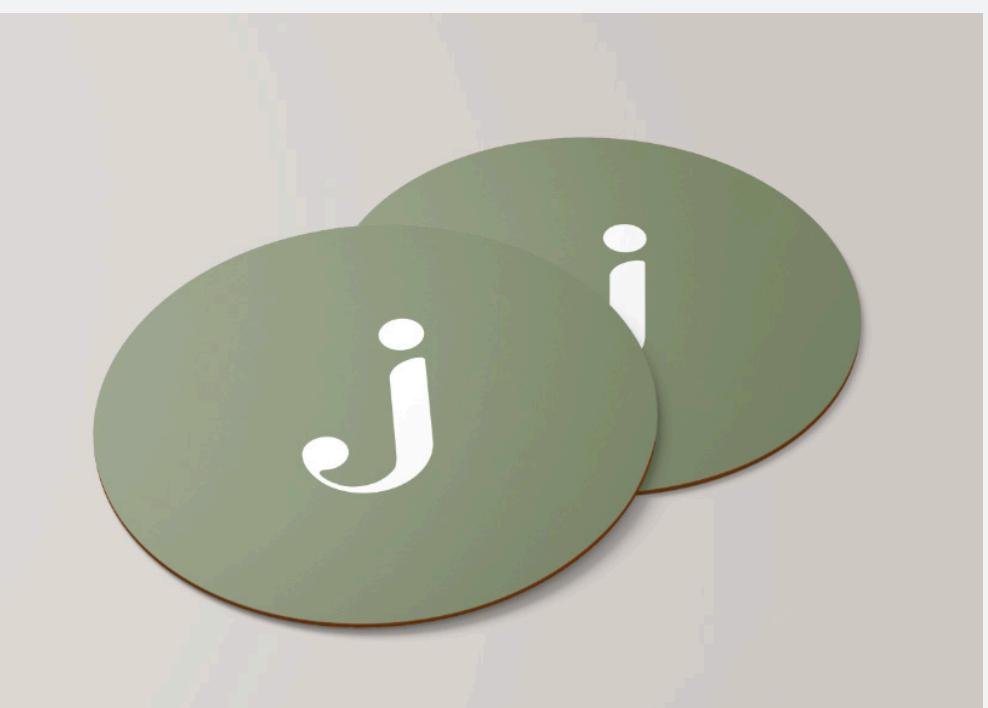
*Founder & Director*

+46 722 1829 1928  
[netta@jajaman.com](mailto:netta@jajaman.com)

[jajämän.com](http://jajamän.com)

## 1. Brand Elements

1.5 Graphic elements



## 2. Social Media

### 2.1 Instagram Mood

#### General Instagram post rules:

- 1x1 crop, always
- never use photos of others without crediting and tagging the creators/people involved
- keep the style consistent
- post 3 in a row of same subtopic

#### When working with influencers:

- share the style-guide for pictures
- don't mix with other bag brands
- no flash

#### Picture style:

- soft but minimalist tone
- no clutter
- stick to one colour tone: either warm or grey/off-white/blue-ish

#### Product placement

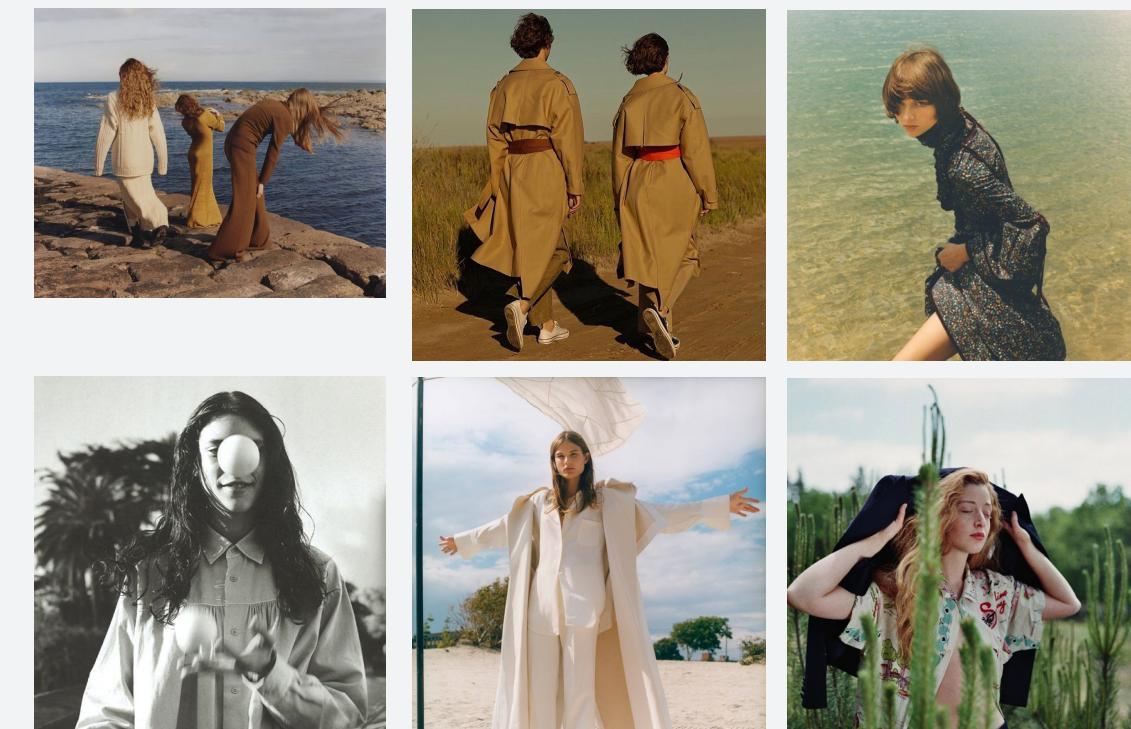
(i.e. product is visible either full picture, detail, close-ups, material details. Product is in action, used by people, part of a bigger picture.)

a) Home (active people!!!!)

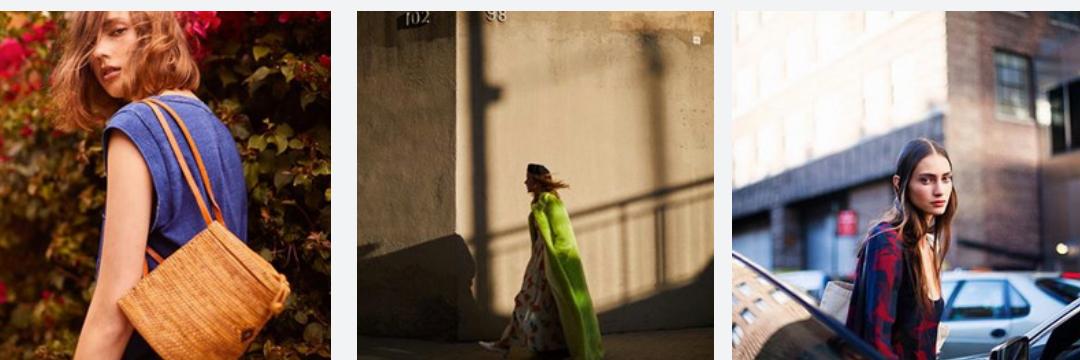


b) Social

a) In nature (active people!!!!)



c) Street style



d) Still life



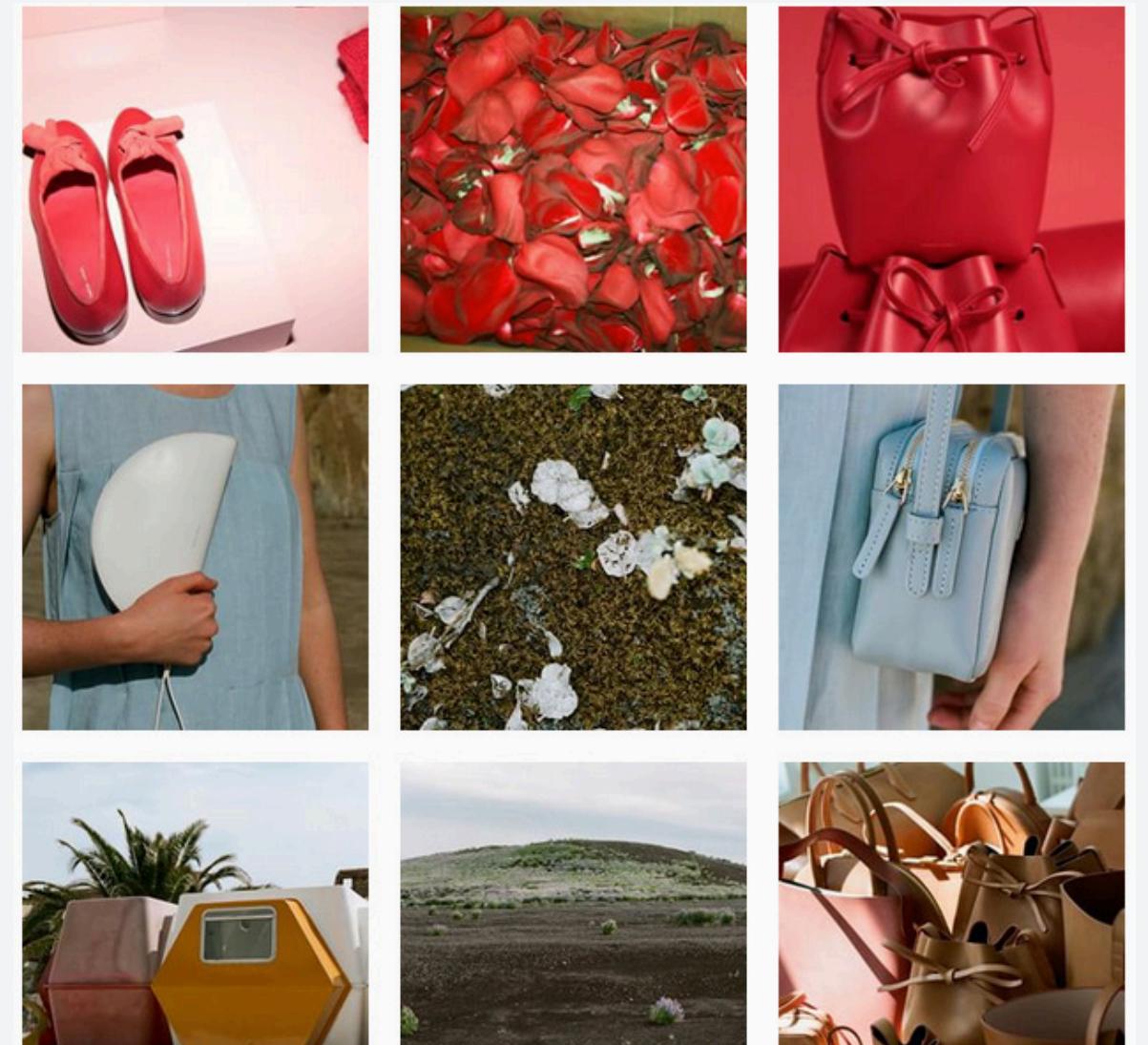
## 2. Social Media

### 2.1 Instagram Mood

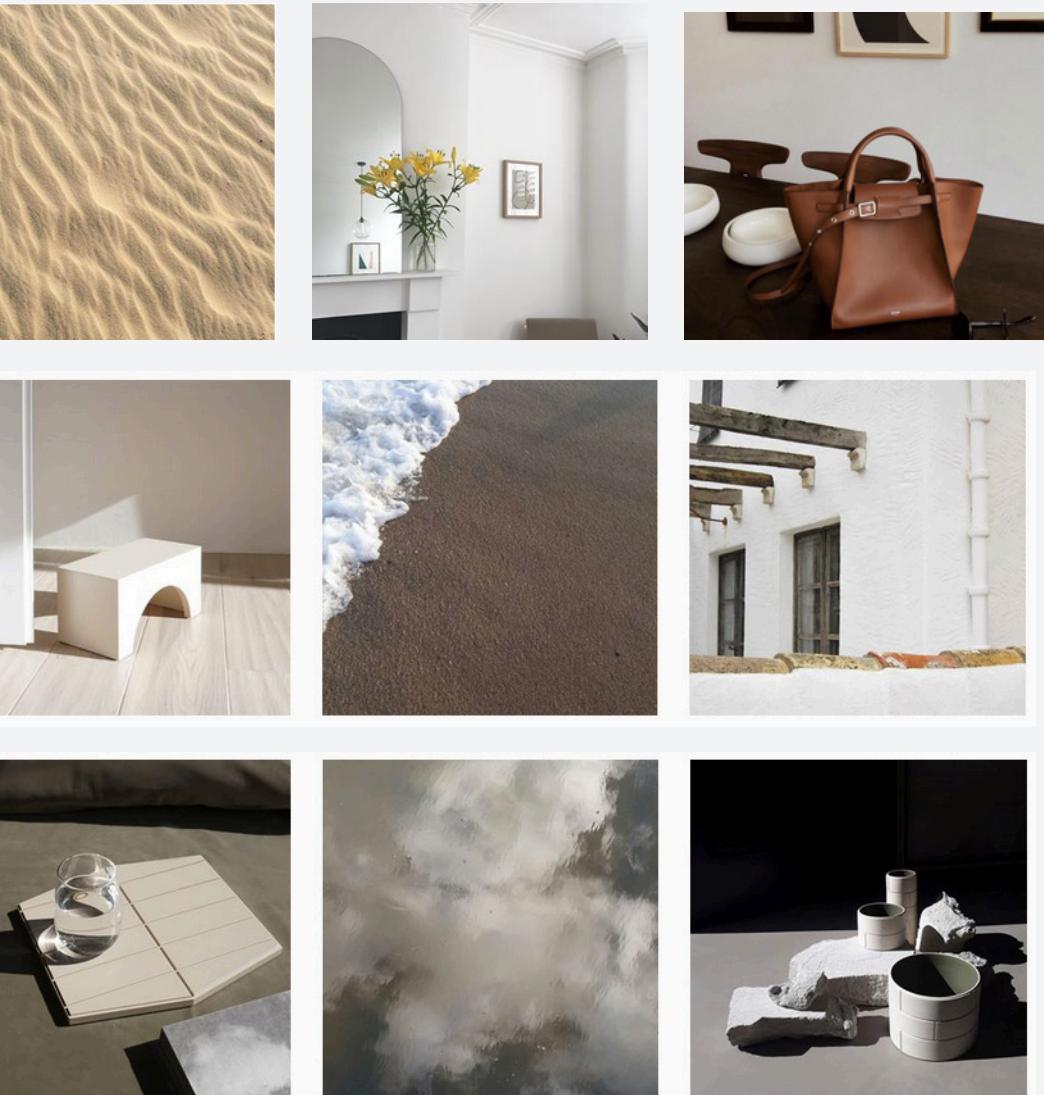
#### Inspiration

(i.e. no product is visible, the vibe of the brand is communicated with these pictures)

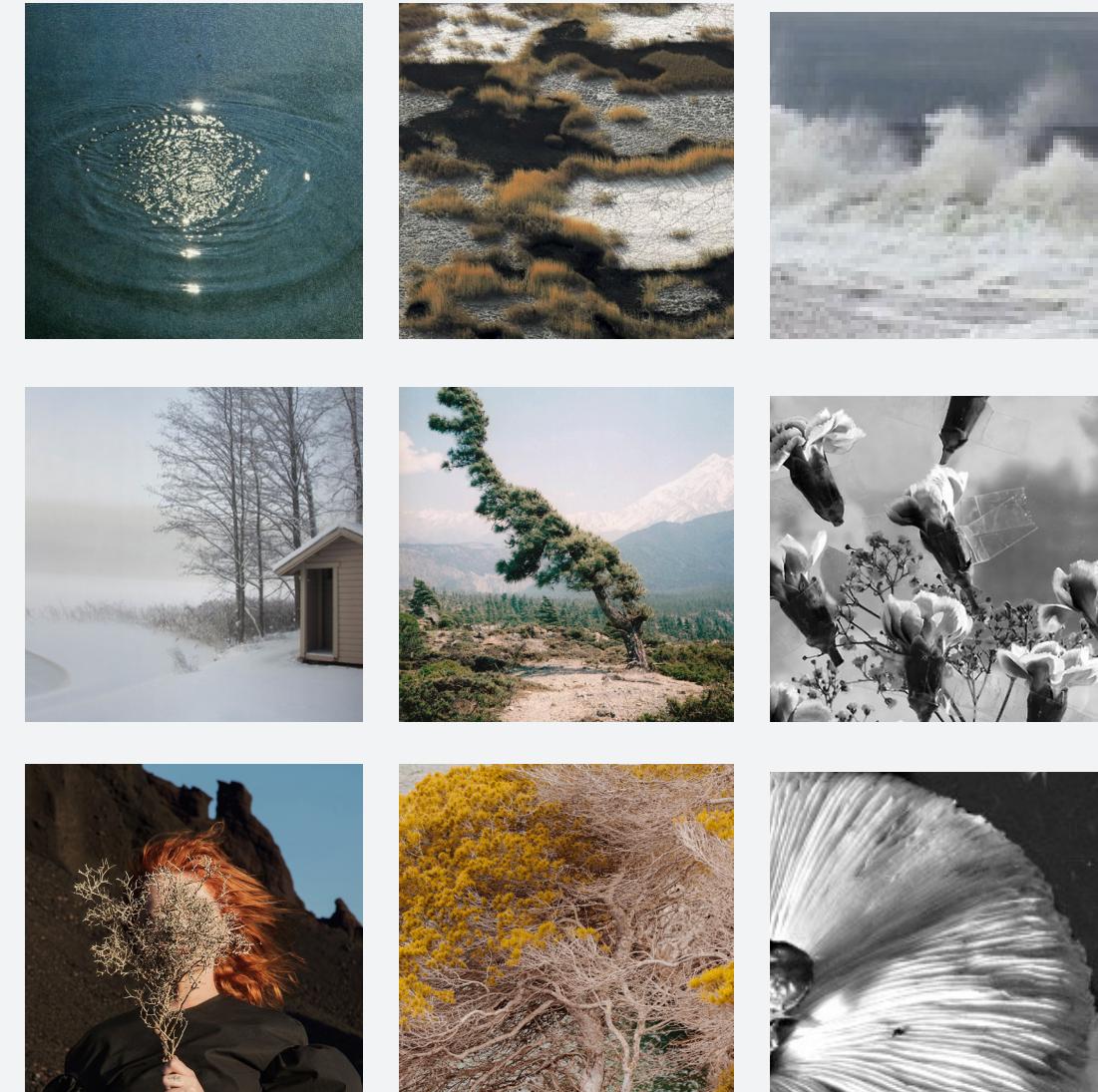
a) Colour stories



b) Lifestyle



c) Nature



### 3. Best Of Practice: Sales

#### 3.1 Posters

Busstop



Pinterest



### 3. Best Of Practice: Sales

#### 3.2 Quotes

##### Instagram

Product features

*Inclusivity,  
Integrity,  
Impact*

#jajamansweden

*A vegan bag that  
is fashionable  
and functional  
for daily use.  
It's possible.*

#jajamanbags

General quotes on fashion

*“Excellence  
motivates  
our drive”*

- Netta Lönnqvist

*Scandinavian  
design seeks  
to improve  
the daily life.*

- Netta, Founder of jajamän

From team

*Q:  
How to care  
for cork  
bags?*

*Do Good.  
Carry in Style.  
#jajamansweden*

- Netta, Founder of jajamän

Product features

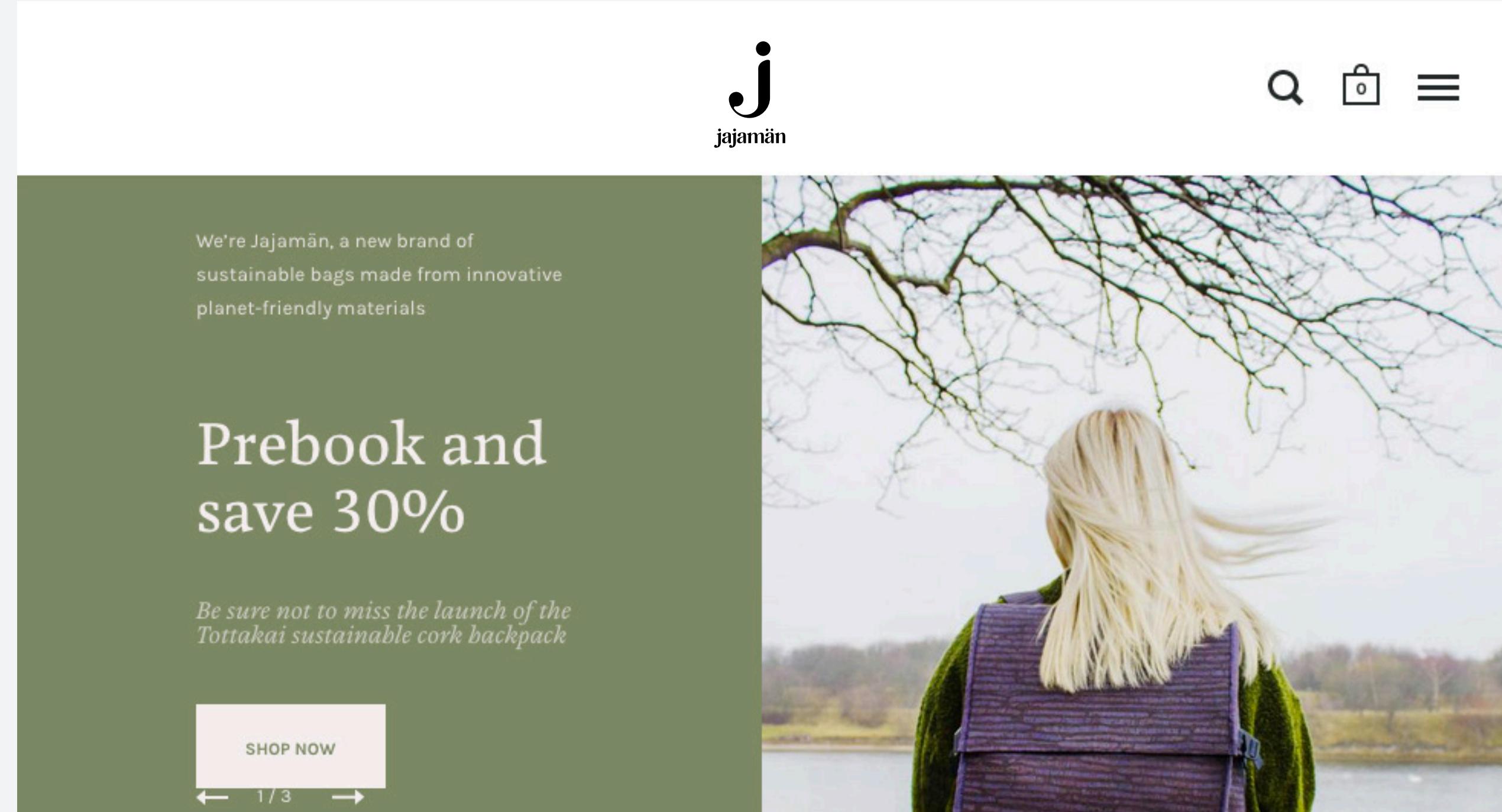
*Jajamän  
\ya-ya-mayn:\  
is Swedish  
for “hell yes,  
without  
a doubt”*

*Cork leather:  
Good for the  
people and  
the planet*

- Netta, Founder of jajamän

### 3. Best Of Practice: Sales

#### 3.2 Homepage



*Product features*

*Jajamän  
\ya-ya-mayn:\  
is Swedish  
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